THE CLEVELAND MUSEUM OF ART

NEWS

FOR IMMEDIATE RELEASE
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The Cleveland Museum of Art's 15th Annual Chalk Festival Set for Sept. 18 and 19

CLEVELAND (Aug. 25, 2004) — Individuals, families, schools and neighborhood groups are invited to the 15th annual Chalk Festival at The Cleveland Museum of Art (CMA) on **Saturday, Sept. 18** and **Sunday, Sept. 19, 2004 from 11 a.m. to 4 p.m.** This year's festival will again be held on the Museum's South terrace, overlooking Wade Lagoon.

The event is **free** to attend, however there is a minimal cost for participation. A large square and a 24-color box of chalk are $15, while a small square and a 12-color box are $7.50. Sign-up when you arrive. Groups are encouraged to pre-register for the event by calling (216) 707-2483 before Wednesday, Sept. 15. Non-paid advance registrations will be held until 1:00 p.m. Sunday. Children under the age of 15 must be accompanied by an adult.

In the 16th century, Italian beggars drew chalk interpretations of the Madonna by Raphael and his contemporaries in the plazas and marketplaces outside the cathedrals. Because of their reputation for reproducing these images, they were dubbed *I Madonnari* (painters of the Madonna).Through their creativity an artistic tradition was born. Today chalk festivals are held worldwide, the CMA brings this Renaissance tradition to Northeast Ohio.

At the North door to the Museum, the Cleveland Museum of Art's Artistic Director of Community Arts, Robin VanLear will create a street painting inspired by works in the CMA's collection and exhibitions. Feature chalk artists, who will create street paintings during the festival, include Augusto Bordelois, Bruno Casiano, Mary Elizabeth Deutschman, Mark Jenks, Wendy Mahon and Walt Wali Neal.

"How many times do you get to create your own artistic statement at one of the world's finest art museums?" asks VanLear. "The annual chalk festival offers a unique opportunity for Clevelanders to create side by side with some of our community's finest artists."

Entertainment

Throughout the day, spectators will be able to enjoy live music by *Blues deVille* on Saturday and *Roberto Ocasio's Latin Jazz Project* on Sunday.

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Chalk Workshops

Prior to the festival, a workshop will be held in Chalk Making and Street Painting to inspire those interested in mastering their chalk art skills. Participants will make inexpensive pastels specially formulated for use on pavement and learn professional techniques including masking, shading, stenciling and picture enlargement. Choose one session on either **Sunday, Sept. 12, 2004** from 2 to 4:30 p.m. or **Wednesday, Sept. 15, 2004** from 6 to 8:30 p.m. The cost is $20 per individual and $50 for families which covers materials and reserves chalk and a square for the festival. Children under the age of 15 must register and attend with someone older. To register call (216) 707-2483.

The Cleveland Museum of Art receives operating support from the Ohio Arts Council.

The Cleveland Museum of Art is one of America's leading comprehensive Museums. Its permanent collection is world renowned for its quality and breadth, spanning 6,000 years. The Museum is a significant international forum for exhibitions, scholarship and art acquisitions. For more information on the Museum, its holdings, programs, services and events, call 1-888-CMA-0033 or visit www.ClevelandArt.org.

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